

Plano Profile

COLLIN COUNTY'S
MOST-READ MAGAZINE

...
CONNECTING BUSINESSES
TO THE COMMUNITY
SINCE 1982.

PUBLICATION DEADLINES

MONTH	CLOSING DATE	MAIL DATE	MONTH	CLOSING DATE	MAIL DATE
January	Mon. 11/30/09	Thurs. 12/24/09	July	Tues. 6/1/10	Mon. 6/28/10
February	Thurs. 12/31/09	Wed. 1/27/10	August	Wed. 6/30/10	Thurs. 7/29/10
March	Fri. 1/29/10	Wed. 2/24/10	September	Fri. 7/30/10	Thurs. 8/26/10
April	Mon. 3/1/10	Fri. 3/26/10	October	Tues. 8/31/10	Tues. 9/28/10
May	Wed. 3/31/10	Tues. 4/27/10	November	Thurs. 9/30/10	Thurs. 10/28/10
June	Fri. 4/30/10	Thurs. 5/27/10	December	Mon. 11/1/10	Wed. 11/24/10

SPECS

MECHANICAL REQUIREMENTS

Plano Profile is printed web offset/heatset on 40 lb. coated stock; covers are printed on 80 lb. coated stock. Supplied material should be submitted digitally using one of the following:

- ▶ E-MAIL: E-mail ad to your account executive. A faxed copy of the original is required. Our server will accept files only under 6 megabytes by e-mail.
- ▶ FTP: Contact your sales representative for details.
- ▶ CD-ROM

SECOND COLORS: PMS colors will be printed with four-color process, so please specify as CMYK. No PMS matches are available.

FOUR COLOR: All images should be CMYK. A color proof should accompany disk; without a proof, *Plano Profile* is not responsible for the contents of the ad. 300 dpi is recommended. All ads must come on disk per the specifications outlined below.

Ads created in any PC-based word processing program (Microsoft Word, Microsoft Publisher, Power Point, etc.) cannot be accepted.

COMPUTER FILE SPECIFICATIONS: We support the following Adobe Macintosh software file formats: InDesign, Illustrator, Photoshop. A Hi-Resolution (300dpi) PDF file will also be accepted. All PDF files are converted to TIF files in PhotoShop.

